

# **KYLE-TV QUARTERLY ISSUES AND PROGRAMS REPORT**

## **3<sup>RD</sup> QUARTER 2016, JULY 1 – SEPTEMBER 30, 2016**

KYLE-TV's public services announcements provided significant treatment of the following issues that were important to the community in the 3<sup>RD</sup> quarter of 2016:

**Education**  
**Child/Youth**  
**Health/Healthcare**  
**Crime/Law Enforcement**  
**Government**  
**Environment**  
**Community**  
**Elderly**  
**Cultural**  
**Transportation**

Programs: Programs providing the most significant treatment of the above-identified community issues:

**Public Service Announcements:** KYLE-TV broadcast public service announcements related to the following issues:

### **COMMUNITY**

Foster Grandparents	Making the Difference	44 times	JUL 01 THRU SEP 30
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Learn how Senior Corps' Foster Grandparent volunteers are making a difference in children's lives and changing their own lives through volunteering and service. Join Foster Grandparents, visit [www.nationalservice.gov/seniorcorps](http://www.nationalservice.gov/seniorcorps) for more information.

Waco Community	Prosper Waco	512 times	JUL 01 THRU SEP 30
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Citizens of Greater Waco culminated in Prosper Waco, a collective impact initiative that pools, strengthens and further motivates the work of those dedicated to enhancing local outcomes in the areas of health, education and financial security. Empowering every member of our community to maximize his or her potential.

Community Calendar	Area Activities Postings	24 times	JUL 01 THRU SEP 30
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Foundation for a better Life	Homer	187 times	JUL 01 THRU SEP 30
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A friendly neighborhood game of baseball ends with a broken window and a decision to make. Will any of Spencer's teammates help him take responsibility for the accident? Or will they abandon him to solve the problem on his own? The famous song -That's What Friends Are For, becomes the anthem for this message about Loyalty... Pass It On.

Gary Sinise Foundation	Our Mission	58 times	JUL 01 THRU SEP 30
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At the Gary Sinise Foundation, we serve our nation by honoring our defenders, veterans, first responders, their families, and those in need. We do this by creating and supporting unique programs designed to entertain, educate, inspire, strengthen, and build communities.

## GOVERNMENT

Airforce	Air Force	8 times	JUL 01 THRU SEP 30
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Air force recruitment features clips of Citizen Airmen speaking about how they started their adventure in the Air Force Reserve interspersed with them fulfilling their missions.

Veterans	Coalition Americas Soldiers	5 times	JUL 01 THRU SEP 30
	Rusty Wallace	2 times	
	Wounded Warrior	76 time	

Saluting America's Heroes established to ensure that in return for the sacrifices they made for us, these wounded veterans and their families receive all the support needed to restore their hope and rebuild their lives.

Rusty Wallace

Homeland Security	See Something Say Something	25 times	JUL 01 THRU SEP 30
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"If You See Something, Say Something™" is a national campaign that raises public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement.

## HEALTH

March of Dimes	Hillary Duff March of Dimes	35 times	JUL 01 THRU SEP 30
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Singer and actress Hilary Duff is featured in a new March of Dimes public service announcement! She's also provided music from her new song, Chasing the Sun. After walking in March for Babies, the busy mom of 2-year-old Luca wanted to do more to help improve the health of babies. "I'm proud to support the March of Dimes in fighting the serious problems of birth defects and premature birth. Sharing my song will let my fans will know how important the March of Dimes mission is to me, and I hope they'll support it, too."

Milestones and Memories	67 times	JUL 01 THRU SEP 30
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When you walk in March for Babies, you give hope to the more than half a million babies born too soon each year. The money you raise supports programs in your community that help moms have healthy, full-term pregnancies. And it funds research to find answers to the problems that threaten our babies. We've been walking since 1970 and have raised an incredible \$2 billion to benefit all babies.

The Clay Family	88 time	JUL 01 THRU SEP 30
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March for babies' campaign- for some babies the first steps are not just a milestone but a miracle.

Binge Eating Disorder	BEDA Monica Seles	50 times	JUL 01 THRU SEP 30
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New BED PSA Campaign Raises Awareness of Binge Eating Disorder (BED) in Adults. Today, in partnership with the National Eating Disorders Association (NEDA) and Shire, we have taken a significant step forward to support adults with Binge Eating Disorder (BED), in launching the first-ever, large-scale national effort to motivate adults who may struggle with BED symptoms to learn more and talk to their health care provider.

Sunny Sea Gold	37 times	JUL 01 THRU SEP 30
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The daughter of a former bikini model, Sunny Sea Gold ended up battling binge eating disorder. I can't control the genes I'm passing down to my baby, or what kind of personality he or she will have. But what I and every other parent can control is the messages we send to our kids about weight and food. As I recovered from binge eating disorder, I was able to toss many of the passed-down beliefs that did more harm than good, and I'm hoping that what I've learned will help me raise a happier, saner next generation.

Anti-Tobacco	Tony Gwynn	42 times	JUL 01 THRU SEP 30
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Anti tobacco message from baseball player Tony Gwynnwish

Alzheimer's Assn	Take Action	26 times	JUL 01 THRU SEP 30
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As Baby Boomers become senior citizens, Alzheimer's Disease and other forms of dementia are on track to reach epidemic proportions, with a new case every 68 seconds and an annual cost of \$1.2 trillion projected by 2050. The disease also takes its toll on family members struggling to care for their loved ones, while watching them slowly slip away in what some describe as "the long goodbye."

Atrial FIB	Can Cause Stroke	7 times	JUL 01 THRU SEP 30
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The Heart Rhythm Society (HRS), through its efforts during Atrial Fibrillation Awareness Month in September and throughout the year, is working to raise awareness of the increased prevalence of the disease and the associated risk of stroke in patients living with atrial fibrillation (AFib). Today, HRS releases a new public service announcement (PSA) as part of its ongoing work to educate Americans about AFib, the most common heart arrhythmia, and how it increases one's risk of stroke fivefold. The PSA can be viewed by clicking here. AFib affects more than three million Americans and it is estimated that 12 to 16 million Americans will have AFib by 2050. AFib occurs when the upper chambers of the heart (the atria) fibrillate, or "quiver," which causes a rapid, irregular heart rhythm. The normal heart rate for an adult is between 60 and 100 beats every minute. When the heart is experiencing AFib, the atria can beat over 300 times every minute.

## **.CHILD / YOUTH**

Save the Children	Believe	311 times	JUL 01 THRU SEP 30
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I believe in you- Ways you can help, sponsored by save the children.

Parenting	My Wish	26 times	JUL 01 THRU SEP 30
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Having a child can be one of the most joyful yet challenging parts of life. Most parents will tell you that as they watch their children grow from babies, to toddlers, to teenagers, to adults, the time "goes by too fast." Set to the iconic song "My Wish" performed by Rascal Flatts, this commercial reminds us of the importance of being involved in our children's lives, and to cherish each moment we have with them. Parenting... Pass It On.

Just Say Hi	Children with Disabilities	56 times	JUL 01 THRU SEP 30
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What's the best way to approach a person with a disability? It's simple: Just say hi. One of the hardest parts of having a disability is social rejection, or having people avoid eye contact or become tongue-tied by the possibility of saying something wrong. To celebrate its 60th anniversary, the Cerebral Palsy Foundation (CPF) launched a new public service campaign Tuesday called "Just Say Hi," addressing the uneasiness and hesitation some might feel around people with physical and intellectual disabilities.

Special Athlete	Children with Disabilities	162 times	JUL 01 THRU SEPT 30
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Special Athlete features a story that touches hearts and reminds us for a moment that not all victories happen at the finish line. For anyone who has ever watched athletes with disabilities the scene of stopping the action to rescue a competitor is a common one. No one is left unaffected by their innocent concern for others. The message is further lifted by the remarkable song, "Get Back Up" by Toby Mac. We hope you enjoy this message of Sportsmanship.

Child Online Protection Assn	COPA	26 times	JUL 01 THRU SEP 30
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Access to the resources of the Internet has given children new research tools, information sources, avenues of expression, collaborative learning opportunities, and connections to other communities, among other benefits. But it also has potentially exposed them to the unseemly side of the Internet – indecent material, pornography, hate sites, violent sites, and online predators.

Spread Love                      Encouragement                      **204** times    JUL 01 THRU SEP 30

Spread The Love is a welcome dose of inspiration, strength and comfort. The easy flow of music and message helps counter the strain of the worlds unrest with hopeful encouragement. You'll enjoy the unique musical blend of Kenny Chesney and The Wailers both icons of different genres. Spread The Love Pass It On.

## ENVIRONMENT

Recycle                      Doggie Recycling Waco                      **103** times    JUL 01 THRU SEP 30

Keep Waco Clean and Green! A public service announcement from the Solid Waste Department at the City of Waco.

Wonderful World                      Knowledge                      **18** times    JUL 01 THRU SEP 30

The world we live in is an incredible place filled with beauty, majesty, mystery and wonder. From the towering mountains to the endless oceans teeming with life, from the magic of watching a child grow to our amazing human capacity to form relationships, this world is truly awe inspiring. Set to the tune of Louis Armstrong's iconic song, this message reminds us that it's a Wonderful World... Pass It On.

Forest Fires                      Smokey Bear                      **3** times    JUL 01 THRU SEP 30

WHO can prevent forest fires? YOU!

## EDUCATION

Introducing Better Futures                      Tony                      **352** times    JUL 01 THRU SEP 30

Introducing Better Futures, a whole new kind of investment with a greater return than money. When you invest, it helps kids go to college. Because a mind is a terrible thing to waste but a wonderful thing to invest in. UNCF.org/INVEST

## CULTURAL

Diversity and Inclusion                      Love has no labels                      **106** times    JUL 01 THRU SEP 30

We may be discriminating unintentionally--some call this implicit bias. Implicit bias influences how we treat people and how we interact with each other. More broadly, it can perpetuate disparities by impacting someone's ability to find a job, secure a loan, rent an apartment or get a fair trial. To end bias, we need to become aware of it. And then we need to do everything within our power to stop it in ourselves, others, and institutions. The Diversity & Inclusion campaign encourages everyone to reconsider the biases that we don't even know we have. Visit [lovehasnolabels.com](http://lovehasnolabels.com) to find ways to challenge bias in themselves and others

Live our Dreams                      Guitar Hero                      **140** times    JUL 01 THRU SEP 30

When we try something new, we are taking a risk. It makes us susceptible to criticism or even ridicule. These are often difficult times when a kind word of encouragement may be all we have to keep us going. Where would any of us be without people who believe we can do the impossible?

This commercial affirms the notion that in the big and small moments of our lives we have to remember to keep going-to live our dreams.

Foundation for a better Life                      Deli                      **103** times    JUL 01 THRU SEP 30

Compliments, pass them on

Just Play Music                      NAMM Foundation                      **3** times    JUL 01 THRU SEP 30

Just Play! Learn more at [NAMMFoundation.org](http://NAMMFoundation.org) With 12 street recording studios set up across New York's five boroughs on June 21, Make Music Day, Found Sound Nation and the NAMM Foundation connected with hundreds of people offering them an impromptu opportunity to make music. Using the sounds that people across the city made that day, producers Lorna Dune and Keith Sweaty created an original track for the NAMM Foundation's 2016 PSA. The unscripted words and authentic reactions of the people in this piece convey the message that truly anyone can experience the power of making music if they...Just Play.

## **ELDERLY**

Foundation for Better Life                      Never Too Late                      **137** times                      JUL 01 THRU SEP 30

In a lighthearted moment at a senior center birthday party we discover that it is never too late to "Think Young". "You Make Me Feel So Young" adds just the right touch of nostalgia and fun to this celebration.

## **CRIME / LAW**

Love You                      Domestic Violence                      **181** times                      JUL 01 THRU SEP 30

Such a simple phrase can take on a different meaning in an unhealthy relationship; escalating from a statement of care to one of control. Learn more about controlling statements and how you can empower your friends to make a difference.

Canines for Cops                      Community and School Safety                      **308** times                      JUL 01 THRU SEP 30

We envision safe communities and schools patrolled by law enforcement with highly trained K9s ready for action. We believe that a lack of funds should not be the obstacle for any agency working to keep our streets safe.

IRS SCAM                      Debit Card Con                      **25** times                      JUL 01 THRU SEP 30

Safe guard your information over telephone and internet, IRS does not solicit payment via telephone calls or emails.

## **TRANSPORTATION**

Vehicle Safety                      Road Rage                      **152** times                      JUL 01 THRU SEP 30

We've all been there... someone does something that angers us and our first reaction is to say words we know we should not. Our reaction can sometimes give a bad example. This message captures a stressful time in traffic when a little girl gives her father a gentle reminder to think before speaking. Messages promoting safer driving when sharing roads with others

Great Gatsby                      Texting and Driving                      **37** times                      JUL 01 THRU SEP 30

That Text can wait, don't text and drive

These public service announcements were broadcast at various times throughout the day.